

Newby Dairy Co., Seymour Indiana

By: Cody Wayt

The Newby Dairy Company can be traced back to at least 1903 when Arthur Newby sold to George Ebaugh, who continued operating at his farm east of the city while Mr. Newby devoted his time to gardening.

Some time between 1903 and 1907, Arthur Newby began operating the dairy again and continued in the business until 1912, when he sold the dairy to Claude Swengel of Seymour. Over the years, Swengel Dairy began to gain popularity throughout the city and began to grow rapidly.

By the year 1925, they were distributing more than 400 gallons of milk per day from the farm on West Second St. Road, and about



Newby's Delivery Wagon. Circa 1920s






Our Bottled Milk is produced at our own Modern Dairy Farm and every precaution is taken for Cleanliness and Purity of the Milk.

A photo of the original dairy barn

SATURDAY, NOVEMBER 10, 1928



Milk From An Old Established Dairy

The Newby Dairy Company always has watched carefully to maintain its standard of milk to a point where it is unsurpassed for quality and purity.

This has been accomplished by buying milk only from the best herds of dairy cattle in this section of Indiana, and preparing this milk under rigid sanitary surroundings.

Take the new Newby dairy barn as an example of our method of producing milk for the public. There is not a more modern milk producing plant in Indiana. Here everything known to science is done for the welfare of the cattle, to keep them in perfect health and to insure cleanliness.

Ask for Newby's milk and rest assured your milk supply is the best obtainable. For many years Newby's milk has been the standard of excellence.

Newby Dairy Co.

Phone 258

Here is a great ad from the 1928 Newspaper

Grand Opening of The Newby Dairy SATURDAY, AUGUST 1st

PASTEURIZED GUERNSEY
MILK AND ICE CREAM



All New Modern Equipment—Ice Cream made in plain view of the Public in front of show window to assure you of its sanitation. We carry 12 Flavors of Ice Cream—Served at our Sales Rooms in Cones, Dishes or Containers.

Quarts **25c**—Pints **15c**

1936 Ad for the Grand Opening of the Newby Plant on South Chestnut St.



Embossed Half Pint Newby Bottle

3,000 pounds of Dairy Maid butter were sold each week. By that time, they had hired nine employees, and more than 125 local dairy farmers sold milk and cream to the dairy for distribution. During this time, Arthur Newby had been a silent business partner and on September 14, 1925 he purchased the dairy back for \$15,000 and with this purchase had full ownership of the dairy.

Arthur Newby continued to operate the business with his sons, Roy and Samuel Newby, while Claude moved to Franklin Indiana and purchased the Franklin Pure Milk Co. In 1936 Arthur purchased the two-story building occupied by the W. C. Bevins Plumbing Co. at 115 South Chestnut Street, razed the old building and erected a new one, which became the dairy store and processing plant.

Arthur Newby handed the dairy over to his son Roy Newby in 1928. He then purchased a farm east of Sey-



Here are two different pint Newby Dairy bottles, one shows the barn located on the farm, and the other displays the plant on Chestnut St.



Square quart and half pint Newby Dairy bottles, front and back views



One gallon Newby Dairy bottle, front and back views

COMPLETE DISPERSAL AUCTION

After 31 years of dairying, the Newby Dairy Company is quitting milking and its entire herd of Pure Bred Guernseys will be sold at Public Auction at its farm located on U. S. 50 highway, 6 miles east of Seymour and 8 miles west of North Vernon, Ind., on

MONDAY, OCT. 19

Starting at 10:30 A. M. (CST) as follows

100 HEAD OF PURE BRED GUERNSEYS

Consisting of 48 cows, milking and ranging in ages from two and one-half to six years old; 18 head of spring heifers, two and one-half years old; 19 head of 18-month-old heifers, bred; 12 head of spring heifer calves; 2 spring bull calves; 3-year-old registered bull. This auction makes it possible for someone to buy some real nice heifers which will grow into a "for-sure" good dairy herd.

All cows Bangs-tested. All heifers calfhood-vaccinated.

ROY NEWBY, Owner

Ray Berry, Auct.

Herschel Rotert, Clerk

Lunch will be served by the Hayden Church Aid

Ad for Newby Auction 1959



Round quart Newby Dairy bottle, front and back view

Round half pint Newby bottle, front and back view



Newby Ice Cream container showing all four sides

mour on Highway 50 just past the Jackson-Jennings County line. The cows were kept and milked on the farm, but the milk was taken to Seymour to be processed and bottled.

During the 1920s, the dairy done home delivery by horse and wagon, but later sold the products at stores only. Newby's Dairy grew rapidly and at one time had 8 stores in southern Indiana including Seymour (115 South Chestnut St), Brownstown, North Vernon, Crothersville, Columbus (3rd St. later moved to 1635 State St.), Scottsburg, Bedford (1609 J. St.) and Mitchell.

The dairy sold 12 flavors of ice cream and a variety of milk and other dairy products. Arthur Newby passed away on September 08, 1948 at his home on West Second St. Road and Roy Newby decided to sell the dairy farm and get out of the business in 1959. Roy passed away Dec. 7, 1987 at age 87. Newby Dairy was one of the longest running and most prominent dairies in Jackson County, Indiana.

